



Attorney's Docket No.: 12587-020001 / 01360-00/US

#6/Response
Lownan
2-27-03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dull et al.
Serial No. : 09/909,955
Filed : July 20, 2001
Title : PROVIDING MARKETING DECISION SUPPORT

Art Unit : 2161
Examiner : Romain Jeanty

Commissioner for Patents
Washington, D.C. 20231

RESPONSE TO OFFICE ACTION MAILED NOVEMBER 12, 2002

REMARKS

Claims 1-37 are pending.

In view of the following remarks, the applicant respectfully requests withdrawal of each of the rejections and allowance of the application.

Claim Rejections – 35 USC § 101

Claims 1-15 and 34-37 have been rejected under 35 U.S.C. § 101 for allegedly being directed to non-statutory subject matter.

The Applicants respectfully disagree for the following reasons. According to the Examination Guidelines for Computer-Related Inventions (“Guidelines”), to be statutory, a claimed process must either:

- (1) result in a physical transformation outside the computer for which a practical application in the technological arts is either disclosed in the specification or would have been known to a skilled artisan . . . , or
- (2) be limited by the language in the claims to a practical application within the practical arts.

(See section IV.B.2.(b) “Statutory Process Claims” of the Guidelines).

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I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

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